



Measure Twice Cut Once

JULY 2018

The builder's guide to all things timber and hardware.

Getting To Know You: Jen Davis.

Jen works in accounts alongside Di doing some of the bookkeeping. Jen and Di might be the 'hidden guns of Wilson Timbers' as they make sure that our customers all pay their bills.

1. **How long have you worked at WT's for?** *"About 15 months. That makes me the new kid on the block."*
2. **If you won \$1M what is the first thing you would buy/do?** *"Head to New York for a white Christmas with my family. The shops are all decorated, skating in Central Park. It's the perfect place for Christmas."*
3. **Favourite quote?** *"The Sun watches what you do. The Moon knows all your secrets."*

4. **Biggest fear?** *"Heights. I can't even stay in a hotel where there is floor to ceiling glass."*
5. **How do spend your free time?** *"Exercise. I like walking or running on the beach or the riverfront. I also like learning new things. I've studied guitar, massage, photography, to name a few. I'm currently studying Astrology."*
6. **Worst habit?** *"I'm pretty indecisive. I have to have ALL the information before I can make a decision. Once I've made a decision it is really hard to change my mind."*
7. **What is on the top of your bucket list?** *"Seeing the Seven Wonders of the Ancient World. And to go to Bell's Beach for the Rip Curl Pro."*
8. **"Your song"?** *"Dumb Things' By Paul Kelly. I reckon I've done just about every dumb thing you can do in life. I don't want to see others make the same mistakes."*
9. **Where do you see yourself in 10 years?** *"Exploring Australia in a Caravan. Being a gypsy, doing tarot cards and Astrology readings. Oh and bootlegging moonshine."*
10. **Dream job?** *"Photographer for National Geographic. All the travel, seeing exotic places and being paid to do great"*



In This Issue

- One of our hidden guns steps into the light
- Our recent road trip to Newcastle
- Our new friend reveals the biggest evil in the building industry
- Getting ready for Ted's Talks

photography. National Geographic does beautiful work. I might be able to fit that in before I become a bootlegging gypsy."

11. **What gets you fired up?** *"Cruelty to animals and children."*
12. **When do you feel truly "alive"?** *Playing with Harvey (who is 4) and Arthur (who is 1) – my grandkids*
13. **What do you hope your last words will be?** *"Be kind to yourself. Be amazing. And don't let other people walk through your mind with their dirty feet."*
14. **What's the most ridiculous thing you have bought?** *"Pretty much EVERYTHING I bought in the 80s. The fashion and the hair are ridiculous. The wedding photos are hilarious now. What a waste of money... At least the music was great."*

Quotes of the Month

By all means, have you give great attention to your arithmetic, as its advantages are so many and important.

—Dorothea Dix

He who refuses to do arithmetic is doomed to talk nonsense.

—John McCarthy

Health and cheerfulness naturally beget each other.

—Joseph Addison

To ensure good health: Eat lightly, breathe deeply, live moderately, cultivate cheerfulness, and maintain an interest in life.

—William Londen

Measuring safety as the number of years without a lost time injury is as bad as measuring a marriage by the number of years without an affair.

—Dave Collins

If your world is just about safety, then your world is too small.

—Rob Lon

We're all working together; that's the secret.

—Sam Walton

I learned the value of hard work by working hard.

—Margaret Mead

The most beautiful experience we can have is the mysterious. It is the fundamental emotion that stands at the cradle of true art and true science.

—Albert Einstein

We are just an advanced breed of monkeys on a minor planet of a very average star. But we can understand the universe. That makes us something very special.

—Stephen Hawking

Visiting Us On Fridays Means You Have A New Way To Have Fun!

What started with Cherie wearing her gym pants to work one time has evolved into 'Fitness Friday' rather than 'Casual Friday' because casual clothes don't make you any fitter.

We all know that we need to stay fit to stay healthy - the management team gets this. The deal for Fitness Friday is "if you don't want to wear your Wilson Timbers uniform, you can wear your gym clothes but you do have to work out."

The office has morphed into a personal training session on Fridays. If someone calls out 10 pushups and you are wearing fitness clothes - you get down and do 10 pushups (or put on your uniform).

If a client makes a workout

request then the fitness freaks have to comply.

This Is Your Chance To Get Us Wearing Your Merchandise And Promoting Your Business!

If you need help with cross-promoting, need to be put in touch with certain expertise, need support or have work you'd like to showcase then let your rep know.

On Fitness Fridays we are more than happy to help promote you and your business through Wilson Timbers, like we've done here with the team donning 'Zou Build' shirts for 'Fitness Friday' (and a lone Ransom Constructions hat.)

We want all of our clients to succeed. When you succeed, we succeed with you.



In Just 20 Minutes We'll Show You How You Can Wipe-out 30 Days Of Unpaid Work A Year And Skyrocket Your Close Rate Up To 91%.

As a *thank-you* for your business over the last 12 months we've arranged for a special treat. We found out about Kurt "The Builder's Coach" from a few of our clients. Nigel went and checked him out and he was blown away.

We've arranged for Kurt to fly up from Sydney and put on a 1 day seminar just for us. He'll be revealing his blueprint for becoming a top 3% builder.

The Top 3% Make All The Money And Have The Best Lifestyle.

During the seminar Kurt will show how any builder can net a million dollars in profits after wages within the next three years, even if they are newly qualified builders. This is how



Watch Brett Tapscott of Tapscott Constructions and Daniel Simone from Simone Homes talk about how charging for quotes has revolutionized their businesses at

<https://vimeo.com/245481085>



a top 3% builders business operates. He shows these same clients how you can go from working 70-80 hours a week less than 40 hours per week and still be able to take lots of holidays.

Now this might not be your goal, Kurt's process helps each builder define and achieve their own optimum performance by helping optimise cash flow, workflow and profits. Did you know most builders don't put enough profit on their jobs, what about you?

Free Quotes Are The Biggest Evil In The Building Game!

If you are doing free quotes, odds are they aren't even worth the paper they are written on... sadly the average customer doesn't know it and takes them at face value. Later in the project these free quotes can cause all sorts of friction because something comes up and the client's \$500,000 project becomes a \$750,000 plus nightmare. All because you needed to pump out another quote and hope a couple of them close.

Charging clients for quotes means you can take the time do an accurate job costing for each qualified client you choose to work with. It ends the risk of a job being cancelled half way through because the client doesn't have an extra \$250,000 for what wasn't in the original quote. Done right, your customers will rave about you to their friends and family and that will mean more referrals. When was the last time a friend told you about a build that was finished on time, to specification and on budget? It doesn't happen often in the average

Welcome Aboard!

We'd like to welcome to the Wilson Family:

- Austruct Builders Pty Ltd
- Mod1 Constructions Pty Ltd
- Mivis Joinery Pty Ltd
- Build You Homes Pty Ltd
- B & D Fencing Pty Ltd

All of whom made their first purchase or opened an account with us last month. Thank you to everyone who purchased from us in the last 30 days.

customer's world.

If you were to track your time how much of it would you be spending quoting each year? 10 days, 20 days or 30 days. In just 40 minutes, Kurt will give you his step by step process for charging for quotes and that unpaid time will become paid time. Every builder who has started charging for quotes notes their close rate goes way up. Typically Kurt's clients typically see close rates between 50%-70%. Some seeing close rates as high as 90%

These 40 minutes could change your life.

This is just some of what Kurt will cover during his day with us as he reveals his blueprint to put your business in the top 3% of builders.

Times: August 30th 8:30am till 3:30pm – Lunch included

Place: RSVP to find out (local to Moorooka/Salisbury)

RSVP: 15th August. Email Erin - erin@wilsontimbers.com

Please bring along other builder mates as guests. Let Erin know so we can cater.

Mornings Just Got A Whole Lot Easier.

We've started to work split shifts. So if you place an order before 3:30pm it will be pulled and packed ready to be collected when we open at 7am the next morning.

No more waiting around the yard while your order is getting picked.

This also means a new schedule for deliveries!

Trucks will be loaded the night before too. So our first deliveries will be on the road at 6am. So we can have the first deliveries on site between 6:30 and 7am. As always we'll text you before loading the trucks to see if you need anything added. You will still receive a notification when the truck is on the way so that you can be ready for the delivery and there is minimal disruption on the jobsite when the delivery arrives

Have You Met Ted?

In 2012 Ted Stubbersfield sold Outdoor Structures Australia to Wilson Timbers. For the 15 years before that, Ted ran Australia's premier 'weather exposed timber structures supplier.' Those 15 years created a deep expertise maximizing the life of timber infrastructure.

Since then Ted has gone on to be an International External Timber Design Consultant. He has authored papers, design guides and multiple books, including 'the book' on grading timber (Grading Hardwood – Understanding AS2082).

Ted has continued to develop new and innovative timber products. He is the creator of the Deckwood product range. Which helps builders and designers of decks answer the question "does the deck meet the appropriate standard?"

He has lectured around the world, spoken at conferences, facilitates professional development, teaches and will work on projects as a timber design assistant and or project manager.

He is regularly called in by councils and engineers to consult on timber design and specification of products

for their projects. He is often called in as an expert witness when timber structures fail.

Ted got his start in the family business, working his way up the ladder. He had responsibility for running the family sawmill, planning mill, treatment plant, hardware store, transport division and crane hire.

Ted is a lateral thinker and problem solver, holding many patents across multiple applications.

There isn't an aspect of timber construction he hasn't been involved in at some point in his career.

We've arranged to have Ted contribute regularly doing quarterly talks in at Wilson Timbers about all things timber – from 'timber 101' through to building with timber, species durability, successfully using timber in outdoor applications and getting the longest life possible from a relatively expensive building material.

Ted will also be providing regular articles about all things timber to this newsletter.

As we get dates confirmed we'll keep you posted on upcoming events.



Ted Stubbersfield speaking at Addis University, Ethiopia



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